FSC-59-C	3/25/96	TO: ROM
SUBJECT: "We Card" Program		

DISTRIBUTION:

x KAM	x Sr. Sales Rep	x Sales Rep - E
x AM	x Area Sales Rep	
x DM	x Terr. Rep	
x T&D Mgr.	x Terr. Rep - R	
x RM	x Sales Rep	

(The following letter and "We Card" Kit was U.S. mailed to the above listed Field Sales personnel.)

There is growing concern among many groups regarding the sale of tobacco products to those under the legal age. While accessibility at retail is not the reason kids start using tobacco products, it does potentially provide a means to obtain them. Importantly, recent retail surveys conducted in states across the nation show that, in many instances, requiring a proper identification card can reduce underage access to tobacco products.

We recognize the efforts of some third-party sting operations across the country are designed to make the retailer look bad rather than to work with the retailer to help solve the problem. Compliance checks should be used as a vehicle to better educate and assist in keeping tobacco products out of the hands of minors.

We all agree that kids shouldn't smoke. That's why R. J. Reynolds Tobacco Company has joined with the National Association of Convenience Stores, Food Marketing Institute, National Grocers Association, and others in helping to form the Coalition For Responsible Tobacco Retailing -- "We Card" Program. The objective of the Coalition's program is to reduce underage accessibility to cigarettes at retail. The "We Card" materials provide training and educational materials to retailers to help them prevent the sale of tobacco products to underage customers.

I am asking you to help RJR heighten the awareness of minimum-age laws regarding cigarettes during normal retail, chain, and direct account coverage during the month of April. Since this is a tobacco industry supported program, other tobacco companies will be doing their part to increase the awareness of the "We Card" program.

Enclosed is an instruction sheet for your use when calling on accounts. Also enclosed is a sample kit for your review and use.

I trust each of you will do your part to heighten the awareness of minimum-age laws and educate your retail accounts about the "We Card" program.

Sincerely,

Jim

J. V. Maguire
Senior Vice President, Sales

51861 4866

Source: https://www.industrydocuments.ucsf.edu/docs/qpbn0000

Instruction Sheet for Retail Visit

Take time to familiarize yourself with the enclosed information regarding the "We Card" program (Press release, brochures, materials).

NOTE: A letter was sent to retailers earlier this year informing them of the "We Card" program. They should be familiar with the program and have a general idea of what you are talking about.

At retail:

1. If account participates in the "We Card" program and signage is visible, thank the retailer for heightening the awareness of the program.

2. If account does not participate, briefly explain the program and ask if they wish to participate.

3. Answer the special questions in the appropriate reporting device. All yes responses to question number two will receive "We Card" kits. (System will determine which accounts to send materials. Each account will receive one kit shortly after information is processed.)

4. Inform all retailers who are not currently participating, but who wish to participate, that they will receive materials shortly. (Be sure to indicate yes to question number two.)

Special question information: The following two special questions will appear in the reporting devices (Laptop/Norand Hand-Held) used by sales representatives. Retail reps will not be asked to answer special questions as chains they may call on will be handled at the chain headquarters level.

1. Does this account participate in the "We Card" program? Yes/No

2. Does this account wish to receive "We Card" program kits? Yes/No

NOTE: Both questions must be answered. If question #2 has a "Yes" answer, the account will receive a "We Card" Program Kit regardless of the response to question #1. This allows you to order additional kits, if needed, for those already on the program.

51861 4867

Source: https://www.industrydocuments.ucsf.edu/docs/qpbn0000

Instruction Sheet for Chain Visit

Take time to familiarize yourself with the enclosed information regarding the "We Card" program (Press release, brochures, materials).

NOTE: A letter was sent to retailers earlier this year informing them of the "We Card" program. They should be familiar with the program and have a general idea of what you are talking about.

At Chain

1. If account participates in the "We Card" program and signage is visible, thank the chain for heightening the awareness of the program.

2. If account does not participate, briefly explain the program and ask if they wish to participate.

3. If the account wishes to participate in the "We Card" program, complete the attached order form and send to program contact: Carolyn Brinkley, Winston-Salem.

51861 4868

Source: https://www.industrydocuments.ucsf.edu/docs/qpbn0000

Instruction Sheet for Direct Account Visit

Take time to familiarize yourself with the enclosed information regarding the "We Card" program (Press release, brochures, materials).

NOTE: A letter was sent to retailers earlier this year informing them of the "We Card" program. They should be familiar with the program and have a general idea of what you are talking about.

At Direct Account

1. If account participates in the "We Card" program and signage is visible, thank the direct account for heightening the awareness of the program.

2. If account does not participate, briefly explain the program and ask if they wish to participate.

3. If the account wishes to participate in the "We Card" program, complete the attached order form and send to program contact: Carolyn Brinkley, Winston-Salem.

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Source: https://www.industrydocuments.ucsf.edu/docs/qpbn0000

"We Card" Kit Order Form

Complete Name of Account: _____

Complete Address: _____

_____

_____

_____

Account Program Contact: _____

Number of "We Card" Kits: _____
(Shipped to Account)

Please fax to: Carolyn Brinkley at (910) 741-5607

Or Mail to: Carolyn Brinkley
R. J. Reynolds Tobacco Company
401 N. Main Street
Winston-Salem, NC 27102

51861 4870

Source: https://www.industrydocuments.ucsf.edu/docs/qpbn0000

To: Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Battle, Herbert, Myers, Keith, McMahon, Todd, Ridge, Robert, Westenberger, R, Keeney, David, Jurgensen, Kurt T., Leonard, John M., Kight, Earl, Callaghan, Stephen W., Ciesluk, M, Sheft, S N., Macleod, Stephen, Plourde, R N., Mclean, James J., Beard, R L., Steele, Robert R., Carey, S J., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Laboda, R P., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Balmer, Robert W., Miller, D S., Oconnor, E J., Pinney, Edward L., Vielmetti, Mary-Jean, Whiting, James R., Imbriano, Michael A., Oconnor, T P., Mcgowan, Richard J., Gonzalez, Lenin R., Tatro, Robert E., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Martin, Holly G., Manoyan, Alan R., Derose, Darren, Natale, Fray
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 3/28/96 14:18
Opened: 3/28/96 14:18
Subject: FWRD: FSC-59-C

Forwarding the following. A copy will be sent to all Retail Reps in this week's mailing.
Any questions, please advise.

========== <Forwarded Letter> ==========
From: rjrwss/rjrpo3/davisc4
To: 1610
Subject: FSC-59-C
Posted: 03/28/96 15:08
Priority: Normal

[[FSC59C.DOC : 2659 in FSC59C.DOC]]

Source: https://www.industrydocuments.ucsf.edu/docs/qpbn0000